BUSY MAN'S CANADA

TORONTO
BUFFALO

"A Tale of Two Cities"

OR

A Race for a Million

Taken from
"The Busy Man's Canada"

Compliments of
Buffalo Suburban Securities Corporation
Inc.

HALF WAY POST
500,000

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BUFFALO

IS on the verge of a great real estate boom, such as Toronto has experienced during the past few years. Some of the wealthier citizens in Toronto have been heavy purchasers of Buffalo property during the past few months,

Investing over $5,000,000 in Buffalo Realty

We have for sale a few choice lots near one of the largest factories on the outskirts of Buffalo, employing about 2,400 men, which we can offer to immediate purchasers at from

$3.75 PER FOOT UP

—IN—

Buffalo Industrial Annex

A profit of anywhere from 100% up ought to result from a purchase of this property at present prices.

BUFFALO SUBURBAN SECURITIES CORPORATION

21 Colborne St. TORONTO

"A TALE OF TWO CITIES"

OR

A RACE FOR A MILLION

TORONTO BUFFALO

By ANSON A. GARD

Being a Reproduction from "The Busy Man's Canada," of June, 1914

Compliments of
BUFFALO SUBURBAN SECURITIES CORPORATION, INC.
21 Colborne Street, Toronto, Ont.

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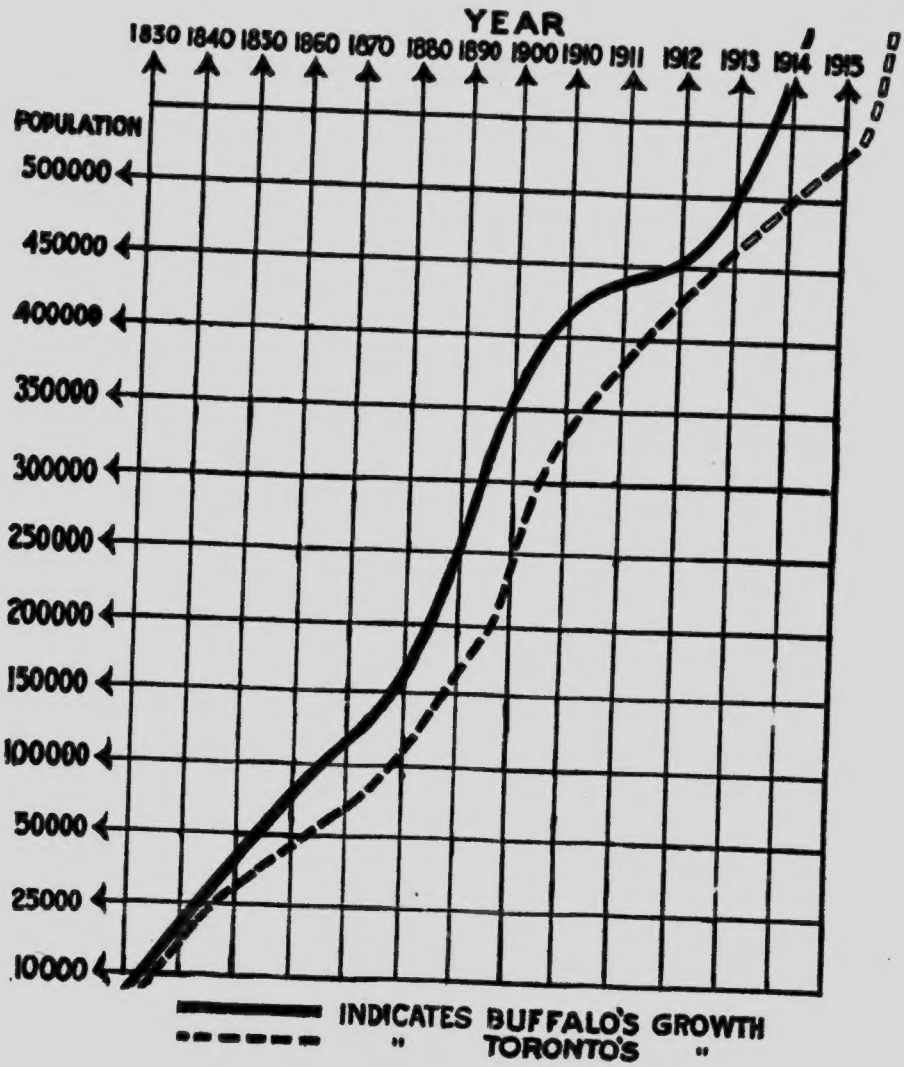
A COMPARISON FOR THE WISE.

Compare the growth of Toronto with that of Buffalo. Study this chart and see what it tells you.

Take into consideration this one great fact. In the year 1914 the two cities have practically an even population of 500,000. This, after Toronto has had six years of phenomenal growth in real estate values. An even more important fact is that Toronto has had its real estate rise just as Buffalo real estate is starting to advance.

Remember this: The buyer of Buffalo real estate, in 1914, stands exactly where the buyer of Toronto real estate stood in 1908. See the point? Then profit by it! ?



"A Tale of Two Cities"

Or The Race for a Million

By Anson A. Gard

ELBERT HUBBARD doesn't often admit that he makes mistakes, but he does admit that he didn't show his usual wisdom by going away from Buffalo when he might have remained and had his part of the millions since made in the soap business he started, away back in the seventies. I never knew till now that Elbert had been in the soap business—thought he had acquired his smoothness in another way.

BUT, as I was saying, Moses was not the only one who made mistakes. And that I can prove by Hubbard himself, who now sees that he should have remained and grown up with Buffalo instead of letting East Aurora grow up with him. But all this is neither here nor there, Buffalo just went on growing up without Elbert, who left it with two little lines of car tracks the extension of which is a good illustration of the town's growth. Those two little lines have been added to until the miles are counted by the hundreds—376 of them, almost enough to reach from the big Ellicott Square building to New York City! It sure is a well-known *metrolopis,* as Francis Wilson used to say when he was younger, and said funny things for a living.

If anyone should inquire tell 'im that Buffalo has gone on growing until it is now the second largest city in the Empire State, the seventh in the United States, and the eighth on the American continent. And they do say that unless it stops its building up of miles of new streets and taking in miles of waterfront that it will fall back to fifth place in size as it is now in prominence of industries that count for greatness. Which gradually leads up to another very outstanding fact. In fact this particular fact is so outstanding that it is patent, the right being international, with applications on the way, even now, to all other countries. And that is that Toronto and Buffalo are running "neck-and-neck," as they say at the Woodbine, for this coveted fifth place.

IN our May number of the Busy Man's I had Toronto's cleverest exponent tell you what a wonderful city he was living in, and what this wonderful city has done, is doing, and what it is going to do on its "little journey" toward the million mark. The tale he told is reason for another, which is reason for the

title of this particular chapter, and a mighty good title: "A Tale of Two Cities." Say, I like that—don't you? It's snappy and gives one such a good opportunity of saying big things, for the subject is so large, and "large" is so apropos when speaking of Toronto and Buffalo.

CHAMBER OF COMMERCE BUILDING
Thirteen-Story Home of the Buffalo Chamber of Commerce on Main Street. Contains the Offices, Club Rooms and Restaurant of the Chamber of Commerce, occupying Two Floors

THIS title has been used once before, but I promise at the outset not to make the "tale" a tragic one like that other. Say, they did have a "Dickens of a time" in that, didn't they! But Charles talked, all the way through, about people—the ani-

mate; I'm going to let the people look after themselves while I talk about the cities—the inanimate. No, that won't do, either, since both are among the livest places in the two countries. Nor am I going to talk about Toronto—its before-mentioned exponent has done that so well that I shall not need to. He told of a beautiful city, and told it well. I'm going to tell of Buffalo, but won't promise to do it so well as he, in his half of the "Tale." But fortunately the other half is so full of things that loom up that I need but to just let them do their own looming.

THE McKINLEY MONUMENT

A Beautiful Shaft of White Marble, Erected to the Memory of the Martyred President, who Met his Death at an Assassin's Hands at the Pan American Exposition in Buffalo. The Monument is Situated in Buffalo's Civic Centre

IN a race so important as this it would not do to ask Buffalo to help in the story. To find what Buffalo has I would be a candidate for the foolish bench if I asked the Courier, the Express, the Commercial, the News or the Times what claims they have for their city. Any one of these great dailies would naturally draw a large picture, covering the whole front page with "IT" in big capitals as the caption. Knowing this I shall not ask any one of them: "Why is Buffalo 'IT'?" They all might be authorities on politics, on sports, on the price of corn or "who

struck William Patterson?" but never, never as to "Why?" No, I'm going to ask the Toronto newspapers some things about Buffalo, for they will be fair "if the Heavens fall."

What the Toronto Star Said.

Here is what the Star of May 6, 1914, said in the way of comparison between the two cities, or what the two cities have in civic possessions and improvements:

	Toronto.	Buffalo
Incorporated a city in the year	1834	1832
Population, 1914, estimated ...	500,000	500,000
Assessment, 1914	516,000,000	325,000,000
Police Department (men)	588	824
Fire Department (men)	363	608
Improved sidewalks (miles)...	609	795
Paved roads (miles).....	209	376
Water mains (miles)	457	555
Sewers (miles)	360	524
Street car tracks (miles)	130	376
Passengers carried	135,786,573	160,535,026
Waterworks, gallons per day (pumping capacity) :.....	104,000,000	
Waterworks, gallons per day (actually pumped)		200,000,000
Water rates, in large quantities, per 1,000 gallons (cents)	11	2
City's net debt	$66,471,581.52	$14,104,277.63

From this table it will be seen that in three items only does the Toronto column exceed the Buffalo column. In one of them the excess is quite considerable. Another of them shows that Toronto's claim of being "Good" is well bourne out in that it takes 236 more policemen to keep the Bisonites in line than it takes to prevent ice cream from being sold on Sunday in Toronto. In a third is seen that the Toronto firemen are either more efficient than the Buffalo firemen or else there are fewer fires in the former and therefore less need of a big force. Then a marked difference is seen in the amount of water used in the two cities. This may indicate that more water is needed to use with Hubbard's soap, but as it costs less—considerably less—they can use more and not mind it. Both get their water from the same source, and although the Toronto supply is purer by reason of being areated at the Niagara areation plant, yet it is not pure enough for the Queen City, and must be filtered. The only reason for this difference is that the City Fathers want to be different,

as there is as much use for a filtration plant as there is use for an overcoat in the tropics, or in that other place about which its very existence is just now a subject of quite general controversy. But it's not with filtration plants that we are dealing, and will only say, in passing, that it is all right to filter river water, but "the purest supply on the continent" does not require it, and has a tendency to occasion trips across to London to float bonds the cash for which might be put to more nearly equalizing the debt of the two cities.

What the Mail and Empire Says.

ON April 4, 1914, the Mail and Empire had this chapter in the tale of the two cities. It is a historical tale that this great daily relates.

"Buffalo—Between 1830 and 1880 the city of Buffalo had a slow steady growth of about 164,000. Between 1880 and 1890 Buffalo awakened. Her population increased 100,000. Real estate advanced in price. She experienced a pronounced boom. Again, in 1890 Buffalo received a powerful stimulus. Suddenly she became the greatest electrical city in the United States—the centre of the electric power belt. For another ten years her population increased by leaps and bounds. Buffalo became a great manufacturing centre. And after twenty years of unprecedented prosperity she ranked as the ninth manufacturing city in the United States.

"Toronto—Between 1830 and 1880 the City of Toronto increased about 102,000. Her population ranged about 75,000 less than Buffalo's. In 1880 Toronto experienced the same real estate activity as Buffalo, and her population increased at about the same rate. Between 1890 and 1900 Buffalo gradually pulled away again until she was over 100,000 in advance of Toronto. In 1907 real estate again became active, and ever since, prices have been advancing and her population has been increasing enormously, until to-day, after six years of real estate activity, she is within 40,000 of the population of Buffalo. (The Star is possibly more nearly right in placing the population of the two as the same).

"At the beginning of 1914 Toronto completed six years of intense real estate activity. At the beginning of 1914 Buffalo had just entered upon an identical period of real estate activity.

"To-day Buffalo presents even greater advantages than did Toronto, six years ago. There is four times as much real estate activity in Buffalo to-day as there was a year ago.

"This is the year of Buffalo's great real estate awakening. Toronto prices are just three times the prices asked in Buffalo

for similar property. The intrinsic value of land in Buffalo today is equal to that of Toronto."

"Intrinsic Values Equal."

IS history going to do some more repeating? Is the Mail and Empire correct in saying that "intrinsic values are the same in the two cities?" Both have advantages rarely seen on the continent, and both are beautiful as places of residence. Toronto with its "all brick and stone," may even surpass in beauty its rival. But does it count for growth in population of what the houses are constructed? Needs of houses count for more, and need for houses is seen in both. Total cost of site and building plays a greater part than beauty of material. Taking, for the sake of argument, that the material in both is the same, the less cost of site in Buffalo is all-important, for, as the Mail and Empire says, while real estate in Toronto is three times higher than it is in Buffalo, yet the intrinsic value is the same. What does this mean? Nothing if it does not mean that it will not be long before buyers will be flocking to Buffalo by the thousands, from all parts of both countries, to get their share of the real estate while it may be had at the unusually, and unreasonably low prices at which it may yet be had, since it is bound to advance "by leaps and bounds" as did the population of Buffalo, for the ten years, between 1880 and 1890.

"Real Estate in the Air." Lack of Houses Around Depew.

It is a strange thing, and yet it is true, that the price of real estate plays little part in the building up of a city. It may be high or it may be low, but until it gets "in the air" there is little or no movement. Three years ago, or less time, mayhap, nobody seemed to want Buffalo real estate. It was not that there was an abundance of houses for the thousands of artisans of Lancaster, Depew, and up along Kensington way, to the east; or that more thousands did not have to come miles to their work, at the Great Steel Plant at Lackawanna to the south; nobody claimed that special trains were not bringing skilled mechanics to the north to construct the finest touring cars on the continent; or that the long line of factories that border the river from the city almost to Tonawanda were surrounded by homes for their help. Nobody claimed that there was not a lack of houses for the men who were keeping the wheels of more than 2,000 of Buffalo's industries running, and running, some of them, night and day to supply the demands for their wares. But the men went on existing in far away tenements instead of living in comfort near their work. Homes were wanted but too few were to be found, while the land about remained idle, and not only idle but cheap.

Ideal Residential Land to the North.

FEW cities have land that equals in possibilities that which lies to the north of Buffalo, clear to the borders of Tonawanda, which, in the not distant future, must become a part of the great city. This land is ideal for high class residences, and already penetrated by many lines of cars and more to come with the growing needs. But ideally beautiful as was this land it long remained idle, and so cheap that one cannot but wonder that the spirit of enterprise was remarked only by its absence.

A Change is Coming.

BUT a change is coming. It is being taken up by men with abundant capital, and with surpassing taste they are laying it out with all of the modern improvements that city planners can suggest or think of; streets, boulevards. and winding ways are being constructed, trees, flowers and shrubs planted, adding to nature's beauty, and trained architects employed to plan for the skillful builders who follow.

BROADWAY AUDITORIUM

One of the Largest Convention Halls in the United States, with a Seating Capacity of 12,000. Is a Drawing Card for Big Conventions.

Go out Main street to the north, or pass along Delaware avenue, between lines of magnificent mansions, and through Delaware Park, with its more than one thousand acres of pleasure ground, or go over the old Military Road, and by these will be reached suburbs any one of which any city might be proud. In this great northern section are to be found Amherst Estates, Central Park, Delawanda, Kenmore, North Delaware, North Park, Nye Park, Riverside, and others of the popular places, now commanding wide attention. They were all here so short a while ago, and all waiting for the buyer, but the buyer was not interested. Real estate was not "in the air," as were the hopes of the holders of the properties. It did not count that these holders

were almost begging for offers, the lowest one seldom being refused. But gradually there came a change. At first the wise men of Buffalo began to analyze the situation. They saw large factories coming in at the rate of fifty a year, and they watched the great Barge Canal fast nearing completion, when the "fifty" must rush on up to double the number of industries when it was completed and a single barge carrying a whole train load of grain from the Great Lakes to the shipsides at New York, where it could be sent out to feed the hungry of the world; they saw vast buildings being erected all throughout their city and the offices of these structures being filled by men who had come to help make of Buffalo the fifth in America's industrial centres; they heard these helpers asking for homes in keeping with their beautiful offices, and they heard them asking in vain; they heard the army of frugal workmen of the shops begging for a place to live instead of having to exist in far away tenements, and these, too, they heard asking in vain. And then began the change. The wise men were first to benefit by quietly beginning to pick up the land that had so long lain idle—picking it up, at first, at almost their own prices. But they did not pick it up because it was cheap, but having their own selection could buy where they knew there would come a need as soon as the less wise became followers. Nor were the wise ones all of Buffalo. Read this from the Toronto World of March 21, 1914, and see the number who are of the Queen City.

"TORONTO CAPITAL INVADES BUFFALO."

"Large Profits Expected to be Made in Real Estate Advance."

IT has been known for some time that many wealthy Toronto people have become interested in Buffalo real estate. The first move in this direction occurred over a year ago, and several handsome turnovers have already been made.

"In the opinion of a large number of well-informed Torontonians, Buffalo is due for the next big real estate boom. As all students of real estate know, Buffalo and Toronto each had a real estate boom about fifteen years ago. At that time the movement was carried too far, and a recession occurred in each case. Toronto was the first to recover, and values began to strengthen here about six years ago. Since that time a great many fortunes have been made out of Toronto property.

"During this period Buffalo has grown to be a larger city than Toronto, having a population estimated at over half a million people, but its real estate values have been slower at recovering than they have in Toronto. About a year ago, however, they be-

gan to strengthen and more activity has occurred in Buffalo property during the past year than for many years previous.

"The handwriting on the wall seems to indicate a movement in Buffalo property during the next few years similar to that which has occurred in Toronto real estate. In anticipation of this rise in values, which is apparently sure to come, a large number of Toronto capitalists have already made purchases of Buffalo property, and new deals are being reported almost daily. Among those already interested are Sir Henry Pellatt, Major Bickford, Fred Stewart, John Harris, Messrs. Gooderham and Gregory, J. Curry, Messrs. Goulding and Hamilton, William Claude Fox and Arthur G. Penman. We understand that Messrs. Fox and Penman alone own over four hundred acres on the outskirts of Buffalo, and some of the others mentioned own almost as much land there, so that if Buffalo duplicates Toronto's achievement in a real estate way, then a goodly share of the money to be made will gravitate this way."

Hamilton Men in the Field.

NOT only have the wise men of Toronto seen visions of wealth across the lake, but some of the shrewdest dealers of Hamilton too are there. Among those of the "Ambitious City" are J. Walter Gage, the Ramsey-Thomas Co., Burke & Co., and the Elliott Daniels Co. All are holders of large blocks of some of the very best property in the northern and other sections of the city.

Reciprocity in Real Estate Fortunes.

NATIONAL reciprocity may have failed, but another reciprocity has brought millions to individuals and will bring even more millions to them. It is estim ed that Buffalo and other American citizens invested in Toro more than three millions of dollars, and by the enormous rise n real estate in this city, realized more than ten millions of dollars from their investments. It is not more than fair that Buffalo should "reciprocate" and return to the men of Toronto like fortunes. One of the latter claims that "We'll exceed that 'ten' as we have learned the game and are getting in early!"

$5,000,000 of Toronto Capital Gone Into Buffalo.

IT is claimed that the thirty-five Toronto capitalists who have gone into Buffalo realty, either own or have optioned five million dollars' worth already and are quietly picking up the good things offered.

"Have Made Much and Will Make More."

THAT some of them have already begun to fill the "barrel" may be known by a few of the instances given, and which I found authentic before writing of them.

As given: "He bought nearly 180 acres at $1,350 per acre, and has just refused an offer of $1,600 per acre, having completed arrangements with a big builder to put up several hundred very much needed houses, he will hold on for the greater rise that is coming."

Another: "I sold a tract in January to a Toronto man at $14 per foot, and in May resold a part of it for him at $40 per foot."

This same dealer, himself a Toronto man, sold another tract to Canadian buyers at $10 per foot, and has resold for them parts of it from $15 to $45, and has just been offered $60 per foot for a choice corner.

"The Wise Men of the North."

WAS Buffalo handicapped in the race with the "wise men of the North"—the made-wise-by-long-experience men of Toronto and Hamilton? That which was so familiar to them was new to all but a few of the men of Buffalo. For six or more years the Torontonians have been watching forests and fields, high rolling hills and winding wooded glens, change, under the deft hand of the landscape artist, from beauty in nature to beauty in art; they saw the rough forest turned into parks of sylvan delight and watched the road-makers follow the winding ways of the surveyors, and saw the builders follow the perfect lines of the trained architect; they watched and noted all this and saw the miles of home-lined streets, where so recently only grain had grown or beasts of the fields had pastured; and seeing learned, so that when they invaded Buffalo they went not as novices in the art, but as men who knew. They also knew the fortunes that were to be made in well-selected real estate, for some of them had made the fortunes. And again they knew that he makes most who gets in earliest, and stays not too long. That is why I am calling these Toronto Buffalo-invaders "Wise men of the North," for they were of the early investors where vast wealth must come to them. They are loyal to their own, but go where the immediate future seems most inviting. These men had seen real estate values, in many cities in their own land, climb up from the very bottom to the very summit, and had seen them topple and fall, and, being wise, stepped out from under lest the fall be upon themselves. He is wise who detects in time the psychological moment when the fall is to start, as he is wise who sees a coming rise in values. But it does not always take a wise man to see the coming rise in real estate values—the most ignorant can see them coming to Buffalo at the present time, for to the most ignorant the matter is plain. But it is only now becoming so, for till recently even to the wise the thing did not seem safe, for real estate was not "In the air" as it is now "in the air" in Buffalo.

How To Know.

I ASKED a man who had made a number of fortunes in town lots how to know when "To Get In" and "How or When To Get Out." He smiled and said: "Easiest thing in the world! I always pick a place that has a good present and has enough to warrant a good future, and before everybody else begins buying, I start. And starting early I have my pick of the best locations. Then I just wait. At first the interest may hardly be perceptible, mention real estate and the other fellow will want to talk about the money to be made in mining stocks, the fortunes turned over in oil, in Black Foxes, in raising chickens, or, well—he'll want to talk

ELLICOTT SQUARE

One of the Largest Office Buildings in the World—Occupies an Entire City Block, Fronting on Main Street, Buffalo's Principal Thoroughfare.

about everything under the sun but real estate. He's not interested. If you find too many of his kind, just keep on picking up the snaps and talking about mines, oil, black foxes or raising chickens, and WAIT. Don't try to rush things. The hardest thing in the world to rush is real estate. It's like trying to hold back a tide when it is coming on full. But if you use your head you'll know that the swifter the incoming water, the greater the rush when once it turns and goes the other way. You don't need to make an effort to sell lots when once everybody wants to

buy lots. And everybody wants to buy lots when, as you say, real estate gets 'In the Air.' You were speaking about Buffalo. There is possibly not a better investment-in-real-estate city on the continent, or, for that matter, in the world to-day than Buffalo. But nobody wanted to buy lots over there. You might sit by the hour pointing out the reasons why it was destined to become enormously rich, why it was going to be the greatest grain port in the world, why its 75,000 electrical horse power was bound to make of it the busiest workshop on the continent, and point out the needs of homes for the workers, or a hundred and one other arguments, and all you would do would be to waste your breath. I tried it and know. Not one in a thousand cared the snap of your finger for lots, no matter the price at which they were offered. But I said to myself: 'Wait till the tide turns and these very people will be the wildest of buyers.' I knew, 'cause I'd seen it so often before. And I also knew that when once they started to buy that the outside world would be wanting a share in the 'Gold mine,' as right now Buffalo is the 'Gold Mine' of America, so far as returning wealth to those who get in on the 'tidal wave.'" My Eyes, but he was enthusiastic!

Easy Money.

"YOU have spoken of the advantages of Toronto and Buffalo, the values in the two, the cost of building, etc. But here is something that counts for more in the upbuilding of a city than the price of lots or the material of which the houses are constructed. You may have fully paid for your lot and have seen the very style of house you want to build, but if you cannot get the bank to assist you in the way of a loan, you will either not build or pay some favorite go-between a big interest or a money-loaning builder a big profit to do it for you. In this, Buffalo is specially fortunate in that its banks will loan, at a low rate of interest, up to 60 to 80 per cent. of the value of the building. And I have known loans to be made up to the full value—in sections where the real estate has an upward tendency and an assured value. As you know, the banks can be a marvellous help in the upbuilding of their city, or they can retard growth by accepting deposits from its people at a low rate of interest and then refuse to loan back to them except at a high rate, if at all. The laws permit the banks of Buffalo to loan direct to the man who wants to build, and what is more, the banks are as anxious to make the loan as he is to accept it. And having millions in their vaults, there is never a holding back of building for the excuse 'lack of money.' One of the four largest savings banks has $80,000,000, put there by the frugal workers of Buffalo, to be loaned back to those among them who want to build

homes, and more of them are even now wanting to change from others' tenements to homes of their own than there have been for years."

Improvements to Be Made by State, General Government and Railroads.

BOTH Toronto and Buffalo are to have large works done that will not be a cost to them direct, and yet each will greatly benefit by their accomplishment. Some $25,000,000 will be spent by the Federal Government on the Toronto Harbor, and several millions more by the railways in the erection of a magnificent Union Station.

The works now under way and those assured and others planned by which Buffalo will benefit enormously are:

The Barge Canal	$101,000,000
Terminal Stations—Passenger	20,000,000
Canal Terminal, consisting of docks and warehouses	19,800,000
Barge Terminal, in Ohio and Erie Basin work	2,000,000
Subways, building and to be built by railroads	13,500,000
	$156,300,000

Besides these there is to be built another belt line that will take in a wide area about the city. This is to cost some $50,000,000. That it is an assured fact the company had to put up and did put up a $25,000,000 deposit to show good faith.

Another great project is under way that will mean the expenditure of $30,000,000. It is the Sanitary Canal, to carry away the sewerage of Greater Buffalo. It will be forty miles long, passing through Lockport and emptying in Lake Ontario. At Lockport there is to be a drop of over 300 feet, by which it is calculated that 200,000 horse power can be generated for use in Greater Buffalo. The sewage will be treated and turned into wealth-producing material. This canal will be utilized for small steamers and barges.

Some of Buffalo's Advantages.

IN May we gave some of Toronto's advantages in the race. Here are some of Buffalo's claims in the race for the million mark.

New industries are locating in Buffalo at the rate of 50 a year. Nothing counted under $25,000.

Buffalo manufacturers employ nearly 70,000 hands.

Buffalo workers make products valued at $218,804,000 annually.

The capital invested in Buffalo manufacturing plants is $193,041,000.

Latest census figures show an increase in capital in Buffalo plants of $56,018,000 over the previous census.

The same authority shows an increase of $71,426,000 in annual output of products.

More than $235,000,000 is invested in industrial plants on the Niagara Frontier. These plants are worth $250,000,000.

Out of 339 different lines of manufacture recognized by the United States Census Bureau, Buffalo has 200.

FEDERAL BUILDING

Wherein are located the postoffice and other doveramental departments

Buffalo is one of the world's 10 greatest ports.

A total of 7,000 lake vessels arrive and depart from Buffalo annually.

The annual tonnage of these boats is nearly 15,000,000 tons.

Buffalo's tonnage exceeds that of Liverpool and is twice that of any Pacific Coast port.

City, state and nation are spending $138,000,000 on works directly or indirectly affecting Buffalo's water terminal facilities.

The Panama Canal is the biggest thing of its kind in the world. New York State's barge canal comes next, and more tonnage will pass through it than now goes through the Suez Canal.

The New York State barge canal is Buffalo's waterway to the Atlantic seaboard.

The Buffalo district is the biggest lumber market in the world. Last year 326,446,507 feet of lumber were received here, an increase over the previous year of 18,532,376 feet.

Erie County, with Buffalo as the county seat, is first in value of farm property in New York State, and fourth in value of farm products.

The last federal census shows that Buffalo made a percentage gain in value of manufactured products more than four times greater than the gains made by Pittsburg, and nearly three times that of Cincinnati.

Why the Steel Plant Came to Buffalo.

HERE is an illustration showing the advantages of Buffalo as a manufacturing centre. When the heads of the Lackawanna Steel Plant were ready to spend $60,000,000, they visited many places, and were given many inducements. But they came to Buffalo with location as the only inducement. Pittsburg wanted the plant and would have made it well worth the company's while to come, but to carry the finished product to tide water would have cost $1.35 per ton, as against 50 cents a ton from Buffalo to tide water, by the old Erie Canal. As the company turns out, when running full time, 2,000,000 tons a year, and the half of this has to be carried to tide-water, the saving was found to be $850,000. Incidentally, the cost will again be cut to 25 cents per ton when the Barge Canal is complete. This will be a saving in freight alone of over one million dollars.

Electric Power Saving.

ONE can scarcely realize the vast saving there is in electric over coal-produced power. As an illustration: To produce a given amount of power in Boston, costs $937.50; in Pittsburg—nearer the coal supply—the same costs $419.62. Now mark the contrast! To produce this given amount of power in Buffalo did cost $144.17, but a recent reduction has brought it to below ONE HUNDRED DOLLARS.

But cheap power alone will not build a city. It must have men big enough and broad enough to know when a good thing is offered and grab it quick before the big, broad men of some other city do the grabbing. Yes, "grab" is the word. Stop to use another and the "good thing" offered is snatched away. It may not be well that this age is a "grabbing" and "snatching" age, but when on "The Race For a Million," cities dare not stop for the niceties of wording and must use the one that brings quickest results, and brings them before a rival has the signed contract.

Buffalo has a Chamber of Commerce with 3,500 members, many of whom are sitting up nights planning for the city's best interests, and are allowing no good thing to get away if quick action will hold it. They are well called—these 3,500—"LIVE WIRES."

And they ARE live wires, every one attached to a centre. And Buffalo is the centre! And it is more than a "centre of attachment." Draw a circle, whose arc may be reached in a run of 500 miles, and within it live more than one-half the population of America, not counting Mexico, which is just now too busy to count for much of an asset.

The Terminal Stations Commission, or "The Man With a Hobby."

BUFFALO is to have one of the finest systems of Terminal Stations in the world. That system has long been a hobby with such men as Wilbur E. Houpt and other of the live ones. In 1908 he with Geo. R. Birge and Herbert A. Meldrum went to New York City to interview the heads of the railroads running into Buffalo. The interview was a pleasant one, but it did not count for any action, and the three men returned with only one bit of knowledge, and that was that a commission without power was no commission at all. But they did not stop. In 1911 an act was passed by the Assembly at Albany, and this act resulted in the appointment of the Terminal Stations Commission, which was composed of men, many of whom are nation-known, as may be seen at a glance at the names: Messrs. Spencer Clinton, chairman; Wm. H. Crosby, Wm. H. Hotchkiss, Wm. Fitzpatrick, Wm. Simon, John N. Scatcherd, Robt. R. Hefford, H. M. Gerrans, Henry Schaefer, James Smith; and ex officio Mayor Louis P. Fuhrmann and Commissioner of Public Works Francis G. Ward. Of this Commission, Wilbur E. Houpt is the attorney, as was proper, he having devoted years to helping to bring it about. The secretary is Mr. D. J. Mackenzie, a fitting name where railroads are the subject! And of much importance, Mr. George H. Kimball is engineer for the Commission.

What the Commission Has Accomplished.

THESE big broad men of the Commission are proving their interest in their city by giving their time—and it takes a very great deal of their time—without any compensation, save that of seeing the results of their work. And they have already accomplished wonders. The Delaware-Lackawanna Company have started to build a two and a half million dollar station at the foot of Main street; the Lehigh Valley will soon begin to spend from three to five millions on its station, a short distance away, and east of Main street; the New York Central is getting ready to lay out

nearly ten millions of dollars on a magnificent station, at "The Terrace," and extending to the south toward Erie Basin. It is not a Union Station that Buffalo is building, but the three will be so close together that it will not be an inconvenience, as one from the other will be but a few minutes.

Besides these three the Grand Trunk is to have a fine station at Black Rock.

The system will include the handling of freight, the arrangements for which will be the most comprehensive of anything in America. The yards will be 1,000 feet wide, beginning a short distance east of lower Main street, and will extend a long distance to the east. All roads entering the city will here take up and discharge their freight for the nearby sections, or send it out to distant parts by means of the great belt lines, to which all roads will have access.

Harbor Improvements.

THE mere outline of the vast harbor improvements would require chapters, when I have but lines to give to them. Everything will be centred and convenient to both lake and railroads. The harbor is protected by enormous stone breakwaters, extending from even with the Erie Basin, near the terminal stations, to the Lackawanna Steel Plant, five or more miles to the south. Between these breakwaters and the inner sea walls the fleets of the nation might find safe shelter. Then between the sea walls and the city shore is the ship canal, the docks and piers pertaining to it will be reached by all railroads through archways under the great Driveway that is to be constructed from the Erie Basin and paralleling the breakwaters to the Steel Plant. This Driveway will be wide enough for two lines of trolleys, two pleasure drives and two sidewalks. The temptation is very great to stop and do some imagining on the magnificence of this Driveway when completed, but I must forego the pleasure and let you do the imagining for yourselves. Don't be afraid to give it wide scope, for like many other things Buffalonian, the subject is large!

The Barge Canal.

HAVE you been thinking that the great Barge Canal is to end at Tonawanda? It's not. The old canal, following along the shore of the Lake and Niagara River, is to be deepened and vastly improved, and the deepest draught vessels and barges will enter and leave the Erie Basin, where the Lake steamers will discharge their cargoes, and the trains of freight will unload, right into barges, one of which will be big enough to hold thousands of tons of grain—big enough to hold the loads of a long train of cars. That is why it will cost less than a cent a bushel to carry wheat

from Buffalo to New York City, making Buffalo almost an ocean port.

The Buffalo River to Be Deepened.

I HAD almost forgotten the improvements to be made on Buffalo Creek, which I have called "River," so used have I been to calling "creeks" "rivers." This stream empties into Erie Basin, and meanders back through the city to or beyond its eastern line. It is to be deepened and its banks lined by elevators warehouses, factories, etc.

I have mentioned the Sanitary Canal that is to be built from the southern part of the city, through Lockport to Lake Ontario. This will answer the double purpose of carrying off the sewage and acting as a drain for the waters of the creeks that come in from the east. Up to now these creeks have had a tendency to flood parts of the land along their banks. But now, instead of being a detriment, will be an advantage in adding current to the canal. It is but another instance of Buffalo turning everything to advantage that is possible to turn. IMPROVEMENT, just now, is the biggest word in town, and is on the tongue of even the old lethargics, who have been saying: "We can't!" And all are not only saying: "We can!" But: "WE WILL." That's why Buffalo is awakening to her mighty possibilities.

But here is the man who was telling me, "When to get in." I am going to ask him another question,—possibly two, and maybe three.

"Who are first to buy real estate in a city where a boom is due?"

"Are its own people the first to see it coming?"

"No! They are often the last. And for this there is a reason. They all know the prices of lots in their particular districts, and to ask the real value of those lots is to lose them as buyers, for they can't get the abnormally low prices out of their minds. Outsiders come in, and, right under their very eyes, pick up the snaps that they themselves might have picked up. They often sit around the corner grocery store telling each other what 'bally ignorant folk those outsiders are anyhow, to be paying such prices.' But if they sit around too long they will be the very ones who, in the end, pay the top figures, for they are sure to get the 'fever,' when they see real estate going up, up, up, that they might have had for a 'song.' And Buffalo is just now full of the kind of property that will soon be remembered as belonging to the 'Song' species."

"When to Get Out."

"YOU were telling me," said I, "when it was safe to get into real estate. Tell me, if you know, how long is it safe to STAY in?"

"Just so long as real estate is 'In the Air.' And it usually stays 'In the Air' till everybody in town has his supply of lots. I have known the interest to keep up for years, and keep up for no reason but that everybody wanted a share in the prosperity seen all about. For a long while everybody is a buyer and holds for the rise. The tide is coming in. The wiser ones sell and buy again. And if they are real wise they SELL and stop before the tide has reached the end of the flow and the ebb begun. Along toward the top the unwise ones usually start to buy. They had not been interested, simply could not be made to be interested, until they were compelled to see the fortunes made by their friends around them. But when they do start to buy they are 'good angels' who save the owners of big subdivisions. They will take ANYTHING, and take it at top prices. And here is another strange thing in human nature—their variety of human nature. They refused to buy when they could have made money—heaps and oodles of money—and buy when the wise ones want to sell. These become the 'Substantial Citizens' of a town, for they are the property holders. They may not be the 'Substantials' from choice, but because they cannot find others who want to take their place—and their holdings.

"The Almost Wise."

"THEN there are the 'Almost Wise.' These also—many of them—become 'Substantial Citizens.' They buy, along toward the last, but very soon see that the 'tide' is almost in. They tell their agents to sell, 'If you can get a little advance over what I paid.' Later: 'I don't mind if you sell at WHAT I paid.' Then it runs along with: 'Have you had a bid for my lots? If not, you may cut the price a little, as I have a chance to buy some mining stock "dirt cheap."' But if he has stayed in just a little too long, his agent will tell him: 'No, but I am offering them, and will do my best for you.' Finally, the formula is this: 'Say, look here, Mr. Agent, you may take any old price you can get!' But he has become a 'Substantial,' stays in town and runs for Alderman or is elected to the School Board. He may see splendid chances to get in on the 'good things' of some other city, but he can't—he owns too much of his own."

And that man has made so many fortunes in real estate that he is now in it just for the excitement of the "game." He don't need to make more fortunes, and yet he says: "I am all ready to

make the biggest one I have ever yet made, for I am the owner of enough of Buffalo to make it. As you know, I have been interested in many cities, both in Canada and in the United States, but in no one of them all was the outlook at the start so bright and promising as it is bright and promising this very minute in Buffalo, the Electrical City of the Universe." And then I wanted to go out, sell all my mining and industrial stocks, and dispose of my "Elsewhere" lots and get into Buffalo, for I have no desire of becoming a "Substantial Citizen."

What's the Use?

I MIGHT go on and tell of what the paper say, and give you facts and figures by the page. But what's the use? In the end I would only have told one fact that counts, and that is that Buffalo is on the very eve of one of the greatest real estate advances that has ever been known anywhere. Nobody can tell why. Buffalo was as great last year as it is this year, and its prospects were as bright as they are now. But the people wanted to talk about everything else under the sun but real estate, for in that they were not interested. They are interested now. And so much so that many of the outside world seeing it are rushing in, and are telling the conductors of the incoming trains, from every direction: "PUT ME OFF AT BUFFALO!"

Depew Buffalo's Greatest Manufacturing Suburb

YES, I've mentioned Depew a number of times—couldn't mention Buffalo without mentioning Depew, its most prominent manufacturing suburb. Depew is a little city by itself. Of course it has been depending upon Buffalo for some of its workers, but that was because it hadn't enough houses to hold all of its over 4,500 artisans. But you are going to see this changed; you are going to see one of the biggest building movements ever known in the vicinity of Buffalo—it's got to be! The men are tired of coming miles to their work.

You are going to see houses grow up on Buffalo Industrial Annex, Depew's leading residential addition, as houses grew up on the Western plains in the early sixties, when villages started and grew into cities in a few months. This Annex lies just right for improvement, partly within Depew's limits and almost between this city of 5,000 and Lancaster, another of the live manufacturing suburbs. Already some thirty houses have been built and the wise ones of many cities are buying lots at prices so low that the money they will make will all depend upon the number they purchase at present figures. When one has been used to see-

ing "miles-away" lots selling as high as fifty dollars a front foot, it is hard to realize that the Buffalo Suburban Securities Corporation, Inc., can sell property at from $4 to $10 a front foot, in the vicinity of a place that needs every house that can be erected, and from which houses the men can readily reach their work. But this can only continue for a short time, and the lucky ones are those who get in early and take all they can possibly carry. And the terms are such that one can carry a number, even though one be earning but a small salary.

Fortunes in Real Estate.

When you hear that old term, "Fortunes in Real Estate," you always want to ask: "Where's the real estate?" when you start to buy, else the other fellow may make the fortune. If the offered lots are miles away from where they are going to be needed, and only "good" because the seller says they are "a splendid investment," just tell him to hold them for the "investment."

I well remember when Depew was laid out and named for the one and only "Chauncey M." I was confident then that it was going to be one of the big manufacturing centres of the country, and I have never since changed my mind. Instead, I find it now even beyond the expectations of its founders. Is this but an expression lightly uttered? See for yourselves. Depew has seventeen large industries that employ over 4,500 workmen and pay them $300,000 every month. It has four trunk lines and many branches of railroads—in fact, it is one of the big railroad centres of the country, and a most excellent shipping point. That is why so many industries have already located in Depew, and why so many more are bound to come, making its real estate one of the best investments possible.

It is always a pleasure to advise where one feels confident that the buying public will benefit by following. That it is safe to say: "Get your share of Depew," I am most confident. And especially is it safe when property may be had at so low a figure.

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Bird's-Eye View Overlooking Buffalo and Depew—Its Great Manufacturing Suburb

Bird's-Eye View Overlooking Buffalo and Depew—Its Great Manufacturing Suburb

Don't Lose AGAIN by Waiting!

When Toronto Property was Cheap YOU DID NOT DARE TAKE A CHANCE. But your friends, with a little foresight and nerve, bought early and made big profits—East, West, North.

No matter where they bought handsome profits were made—twenty-five, fifty, a hundred per cent., and even greater in thousands of cases.

How often you have said

"If I had bought so-and-so"—and then counted the profits you did NOT make?

Now Buffalo is Waking Up!

Buffalo Real Estate is rapidly advancing in value. This time buy early. First profits are surest profits. Why not investigate the matter now? Grasp this opportunity to make out of the coming Buffalo boom what you should have made in Toronto.

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Buffalo Suburban Securities Corporation

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